

## CLAIMS

1. A stock trading support apparatus to support stock trading, comprising:

5 a stock price analysis information creating section to create stock price analysis information by analyzing a stock price of each brand based on stock price information;

a promising brand information creating section to create promising brand information by judging whether the  
10 each brand is in a good time to buy or sell based on the stock price analysis information created by the stock price analysis information creating section; and

an output section to output stock information containing the stock price analysis information and the  
15 promising brand information.

2. The stock trading support apparatus as claimed in claim 1, which is connectable to a user terminal through a communication network, and further comprises a stock  
information transmitting section to transmit the stock  
20 information to the user terminal device.

3. The stock trading support apparatus as claimed in claim 2, further comprising:

a receiving section to receive from the user terminal a search criterion for searching for promising brand  
25 information;

a promising brand information search section to

search for promising brand information relevant to the search criterion received by the receiving section; and

a transmitting section to transmit to the user terminal the promising brand information retrieved by the promising brand information search section.

4. The stock trading support apparatus as claimed in claim 3, wherein the search criterion includes at least one of a stock type, a buy-timing or a sell-timing of a brand, a price bracket, a peak price zone or a bottom price zone of a stock price, a high price zone or a low price zone of a stock price, a scale, and the like.

5. The stock trading support apparatus as claimed in claim 2, further comprising:

a registration section to register a search criterion for searching for promising brand information, which is transmitted from the user terminal;

a search section to periodically search whether there is promising brand information relevant to the search criterion registered by the registration section; and

a notifying section to notify, when promising brand information relevant to the search criterion is retrieved by the search section, the retrieved promising brand information to the user terminal.

6. The stock trading support apparatus as claimed in any one of claims 1 to 5, wherein the stock price analysis information includes a key-shaped tendency chart.

7. The stock trading support apparatus as claimed in any one of claims 1 to 6, wherein the stock price analysis information includes a candlestick-shaped tendency chart, the apparatus further comprising:

5 a line-drawing section to draw a downward trend line based on the candlestick-shaped tendency chart of a brand judged to be in a good time to buy, among brands in the promising brand information created by the promising brand information creating section;

10 a judging section to judge whether the brand is in a buy-turn, based on the downward trend line drawn by the line-drawing section and on candlestick-shaped tendency chart data at the good time to buy the brand judged to be in the good time to buy; and

15 a buy-turn information notifying section to notify the user terminal of a judgment result given by the judging section, as buy-turn information.

8. The stock trading support apparatus as claimed in any one of claims 1 to 6, wherein the stock price analysis  
20 information includes a candlestick-shaped tendency chart, the apparatus further comprising:

a line-drawing section to draw a downward trend line based on the candlestick-shaped tendency chart of a brand judged to be in a good time to sell, among brands in the  
25 promising brand information created by the promising brand information creating section;

a judging section to judge whether the brand is in a sell-turn, based on the downward trend line drawn by the line-drawing section and on candlestick-shaped tendency chart data at the good time to sell the brand judged to be  
5 in the good time to sell; and

a sell-turn information notifying section to notify the user terminal of a judgment result given by the judging section, as sell-turn information.

9. A stock trading support system where a stock trading  
10 support apparatus to support stock trading is connected to a user terminal through a communication network,

wherein the stock trading support apparatus comprises:

a stock price analysis information creating section  
15 to create stock price analysis information by analyzing a stock price of each brand based on stock price information;

a promising brand information creating section to create promising brand information by judging whether the each brand is in a good time to buy or sell based on the  
20 stock price analysis information created by the stock price analysis information creating section;

a receiving section to receive from the user terminal a search criterion for searching for promising brand information;

25 a promising brand information search section to search for promising brand information relevant to the

search criterion received by the receiving section; and

a transmitting section to transmit to the user terminal the promising brand information retrieved by the promising brand information search section,

5 and the user terminal comprises:

an input section to input the search criterion;

a communication section to transmit, to the stock trading support apparatus, the search criterion inputted through the input section, and receive the promising brand  
10 information transmitted by the transmitting section; and

an output section to output the promising brand information received by the communication section.